

**Bringing the bounty of the Southern USA to the World.**

- Alabama ■ Arkansas ■ Florida ■ Georgia
- Kentucky ■ Louisiana ■ Maryland ■ Mississippi
- North Carolina ■ Oklahoma ■ Puerto Rico
- South Carolina ■ Tennessee ■ Texas ■ Virginia
- West Virginia

## FOOD TAIPEI 2008

June 18-21, 2008 • Taipei, Taiwan

- *Taiwan is the 6<sup>th</sup> largest market for U.S. food and agricultural products*
- *The Hotel and Restaurant Industry (HRI) is growing rapidly*
- *Increased demand for Western-style foods*
- *Have your products prepared by a professional SUSTA chef*

Globalization is a distinguishing characteristic of Taiwan's food retail market. Taiwan is experiencing tremendous growth in the number of retail stores and restaurants. The retail side is competitive as franchises seek to establish new niches. This creates opportunities for southern U.S. foods and ingredients. American style restaurants such as T.G.I. Friday's, Ruth's Chris Steakhouse, and Chili's are becoming more popular, with some specializing in southern cuisines. Southern U.S. suppliers should capitalize on this opportunity.

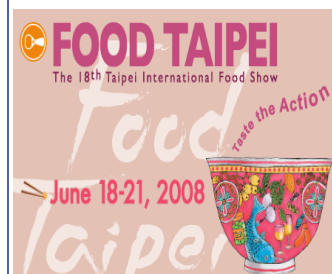
Suppliers of southern U.S. foods and ingredients are invited to send product samples to Taipei, where they will be prepared by a U.S. chef using recipes from the SUSTA region. The featured chef will be preparing these products at the Food Taipei Show, where the U.S. Pavilion is one of the largest exhibits. Following the show, the chef will continue on a Southern Food Promotional Tour, giving demonstrations and press conferences and training local chefs with southern U.S. recipes using your products and ingredients. Don't miss this opportunity to enter into the Taiwanese market!

### Best Prospects:

■ Processed & Frozen Meats	■ Processed & Frozen Seafood
■ Snack Foods	■ Specialty Foods
■ Mixes (i.e., Breads)	■ Desserts
■ Sauces, Seasonings & Ingredients	■ Ready Meals Including Soups

### Important Information:

- SUSTA will pay product shipment costs for up to 100 lbs.
- Sign up on the Events page of [www.susta.org](http://www.susta.org)
- Contact one of the activity managers listed at right for more information or to register for this event.



Register on the Events page  
at [www.susta.org](http://www.susta.org)

Contact:

Brooke Sorci

Generic Program  
Coordinator, SUSTA

Phone: (504) 568-5986

Email: [brooke@susta.org](mailto:brooke@susta.org)

OR

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